THE MEDIATING ROLE OF PUBLIC IDENTITY IN THE RELATIONSHIP BETWEEN SOCIAL MEDIA SERVICE QUALITY AND VISITOR’S SATISFACTION IN PALACE MUSEUM, CHINA

a Ni Zheng Jia, b Arun Kumar Tarofder, c Albattat Ahmad

ABSTRACT

Purpose: This study presented the incorporation of social media platforms within cultural institutions has brought about a paradigm shift in the manner in which museum visitors interact with their surroundings, thereby facilitating enhanced accessibility to exhibits and cultivating immersive and participatory encounters. The present study aims to explore the implications of social media usage habits and social media usage behaviour on visitor satisfaction within the renowned Palace Museum in China with the present of mediating factor of public identity.

Theoretical framework: This study aims to contribute to the existing body of knowledge by conducting a comprehensive analysis of visitor perceptions and interactions with the social media offerings of the Palace Museum. By examining the influence of social media usage habits and social media usage behaviour on visitor satisfaction, this research seeks to provide valuable insights that can be utilised to enhance the digital museum experience.

Design/methodology/approach: The main research methods adopted in this paper is questionnaire survey. The questionnaire items designed in this study. The questionnaire is mainly designed from the perspective of tourist experience. This paper uses PLS-SEM statistical software to test the reliability analysis of each measurement variable of the questionnaire and carries out cumulative analysis of variance for these measurement variables. PLS-SEM is used to analyse the factors, and the relevant factors and fitting indexes are obtained.

Findings: The attribution of the substantial influence of tourist satisfaction to both the habits of tourist social media usage and their behaviour in utilising social media can be ascribed to a confluence of psychological, social, and informational factors. This discourse explores the rationales behind the pivotal role played by these dual facets of social media involvement in shaping the overall contentment of tourists.

Research, Practical & Social implications: The present framework offers valuable insights into the intricate dynamics that exist between one's virtual presence and their tangible experiences, particularly in the realm of contemporary travel. Through the strategic utilisation of these mechanisms, social media exerts a profound impact on the formation of tourists' expectations, the unfolding of their experiences, and the subsequent reflections thereof, thereby exerting a discernible influence on their overall satisfaction with their travel endeavours.

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Originality/value: The study provides valuable insight on the global trend of museums embracing digitalization, the present study provides valuable insights into the optimisation of social media strategies. By focusing on the Palace Museum and its broader implications, this research aims to enhance visitor encounters by fostering greater fulfilment and engagement.

Keywords: social media usage habits, museums, social media, public identity, visitors’ satisfaction.

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O PAPEL MEDIADOR DA IDENTIDADE PÚBLICA NA RELAÇÃO ENTRE A QUALIDADE DO SERVIÇO DE MÍDIA SOCIAL E A SATISFAÇÃO DO VISITANTE NO MUSEU DO PALÁCIO, CHINA

RESUMO

Propósito: Este estudo apresentou a incorporação de plataformas de mídias sociais em instituições culturais, o que tem provocado uma mudança de paradigma na maneira como os visitantes do museu interagem com seu entorno, facilitando assim uma maior acessibilidade a exposições e cultivando encontros imersivos e participativos. O presente estudo tem como objetivo explorar as implicações dos hábitos de uso das mídias sociais e do comportamento de uso das mídias sociais na satisfação dos visitantes dentro do renomado Museu do Palácio na China com o presente de fator mediador da identidade pública.

Estrutura teórica: Este estudo visa contribuir para o corpo de conhecimento existente, realizando uma análise abrangente das percepções do visitante e interações com as ofertas de mídia social do Museu do Palácio. Ao examinar a influência dos hábitos de uso das mídias sociais e do comportamento de uso das mídias sociais na satisfação do visitante, essa pesquisa busca fornecer informações valiosas que podem ser utilizadas para aprimorar a experiência do museu digital.

Design/metodologia/abordagem: Os principais métodos de pesquisa adotados neste documento são o questionário. Os itens do questionário projetados neste estudo. O questionário foi concebido principalmente a partir da perspectiva da experiência turística. Este artigo usa o software estatístico PLS-SEM para testar a análise de confiabilidade de cada variável de medição do questionário e realiza análise cumulativa de variância para essas variáveis de medição. O PLS-SEM é utilizado para analisar os fatores, obtendo-se os fatores relevantes e os índices de ajuste.

Constatações: A atribuição da influência substancial da satisfação turística tanto aos hábitos de uso das mídias sociais turísticas quanto ao seu comportamento na utilização das mídias sociais pode ser atribuída a uma confluência de fatores psicológicos, sociais e informativos. Este discurso explora as razões por trás do papel central desempenhado por essas duas facetas do envolvimento das mídias sociais na formação do contentamento geral dos turistas.

Investigação, implicações práticas e sociais: O quadro atual oferece informações valiosas sobre as dinâmicas intrincadas que existem entre a presença virtual e as suas experiências tangíveis, particularmente no domínio das viagens contemporâneas. Através da utilização estratégica destes mecanismos, as redes sociais exercem um profundo impacto na formação das expectativas dos turistas, no desenrolar das suas experiências e nas suas reflexões subsequentes, exercendo assim uma influência perceptível na sua satisfação geral com os seus esforços de viagem.
The tourism industry depends on tourism resources and is a tourism service facility based on to meet the needs of tourists for sightseeing, leisure, vacation, and shopping, and to achieve coordinated economic, social, civilization, and ecological development (Liu-Lastres, Wen & Huang, 2023, Ngoc et.al., 2023). It is a comprehensive industry with coordinated development in economic, social, civilization and ecological aspects. Such a comprehensive industry is inseparable from tourism enterprises, tourism media and tourism (Massing,2023, Zhang, 2023, Zhou & Lu, 2023). The key to communication and collaboration between them is the transmission of tourism information. Social media plays an indispensable role in the process of tourism information transmission (Wut et. al., 2023, Firman et. al., 2023). For tourist attractions, social media has become a vehicle for the spread of word-of-mouth on their networks. For travellers, the travel information actively searched in social media and the travel information passively received may influence their travel behaviour (Jiangzuo, Wang & Deng, 2023). Travelers are in a foreign place and rely on travel information for their understanding of the tourist destination (Abbasi et. al., 2023). As some official travel websites currently have single and untimely travel information, travellers prefer travel forums. Travelers prefer travel information shared from travellers in travel forums, microblogs, and social networking sites, which the information is practical, real-time, and less driven by interests, which can get the preference of tourists (Nunkoo, Gursoy & Dwivedi, 2023).

The Palace Museum, colloquially referred to as the Forbidden City, serves as an enduring testament to the profound historical and cultural legacy of China (Cheng, Chen & Wu, 2023). In the contemporary landscape of technological advancement, the assimilation of social media platforms into the realm of visitor experience has presented novel opportunities for fostering engagement and facilitating interaction within cultural institutions (Zuo et.al, 2023). As individuals traverse the esteemed corridors of the Palace Museum, they not only encounter and interact with its venerable historical artefacts, but...
also actively partake in a more expansive digital narrative that is intricately interwoven within various social media platforms (Yang & Wang, 2023). The present study endeavours to delve into the paramount importance of social media service quality in influencing visitor satisfaction within the esteemed confines of the Palace Museum (Menezes et. al., 2023; Liang et. al., 2023).

The phenomenon of social media usage has undergone a significant transformation, transcending its original purpose as a mere instrument of communication. It has now emerged as a multifaceted platform that facilitates the exchange of personal experiences, enables instantaneous access to up-to-date information, and cultivates intercultural bonds (Peng & Chen, 2023, Wei et. al., 2023). Within the confines of the Palace Museum, there has been a discernible rise in the level of visitor engagement with its various social media platforms. These platforms serve as conduits through which individuals are able to capture and immortalise fleeting moments, partake in the exchange of narratives, and attain a more profound understanding of the historical import encapsulated within the museum's vast collection of artefacts (Kasemsarn, Harriso & Nickpour, 2023). The assessment of visitors' overall satisfaction is contingent upon the calibre of digital interactions, commonly known as social media service quality (Sun, Li & Tai, 2023). As a result, the discoveries may offer significant perspectives for cultural establishments seeking to enhance their digital footprint, promoting enhanced visitor involvement and contentment. This study endeavours to contribute to the scholarly dialogue pertaining to the dynamic realm of social media usage habits and social media behaviour toward tourist satisfaction with the mediating effect of public image in heritage sites to employ technological advancements to enhance the investigation of historical narratives, cultural phenomena, and traditional practises.

2 LITERATURE REVIEW

Social media is a technology-based virtual network and virtual community that facilitates the sharing of ideas and information. Users use tools such as desktop computers and smartphones to transfer information such as text, images, audio, and video using applications provided by Web 2.0 technologies, while using social software that can provide user interaction features that allow users to transfer information in real time, Wang, (2023), believes that social media is a highly interactive platform created using Web technologies through which individuals can create, share, discuss, and modify user-
generated content. Discuss and modify user-generated content (Zuo, Lam & Chiu, 2023, Menezes et. al., 2023). Social media is growing rapidly, with social media attracting 30% of the world's active Internet users in 2015, more than 2 billion people, and statistics for 2019 show that people with social media account for 79% of the total population in the United States, about 70% in East Asia, and 67% in Northern Europe. Social media includes blogs, microblogs, online review sites, forums, social networking sites, co-creation sites, and short video sharing sites (Mehra, 2023, Zhu, 2023). Initially social media was software for easy and timely interaction with friends and family, but as the number of social media users has increased, the shared content has evolved from simple text to a variety of forms such as text, pictures, and videos (Tan, 2023, Cheng, X., Chen & Wu, 2023). Social media has a lot of information about products, services, customers, employees, corporate partners, and other types of information, and this information is spreading rapidly in social media, and product manufacturers and sellers are increasingly concerned about spreading information in social media.

2.1 MUSEUM CONCEPT

At the beginning of museums in China, scholars and experts have been discussing the definition of museums, and the Chinese authorities have followed the international museum standards in the basic meaning, but also made different perceptions and understandings according to their definitions, the basic definition is museum is a collection, conservation, research, display of human activities and natural environment witness, after the administrative department of cultural relics (Cheng, Chen & Wu, 2023, Peng & Chen, 2023). The museum is a non-profit social service institution that collects, conserves, research, and displays the witness of human activities and natural environment and obtains the legal personality through the administrative department of cultural relics and the approval of the relevant administrative department, and opens to the public (Chen, 2023, Cai, 2023). With the gradual enrichment of the types of museums in China and their increasing functions, the theoretical concept of museum has been constantly updated and changed. The latest news on the definition of museums is that in March 2015, China's Museum Regulations came into force, and its Article 2 is based on the definition of museums in the Museum Management Measures, supplemented by the same ultimate purpose as the definition in the ICA Statutes, although the working objects are not extended to tangible and intangible heritage (Massing, 2023, Zhang, 2023, Zhou & Lu,
2.2 MUSEUM FUNCTIONS

Museums began as collections to preserve certain treasures and provide displays for people to see, but as the times have developed, they have slowly supplemented education and research, and have continued to extend their functions to include recreation and entertainment (Peng & Chen, 2023, Menezes et al., 2023). The division of the functions of museums has been described in different ways by political, economic, cultural, and institutional differences between organizations, countries, and regions. In many countries, museums are generally recognized as having the "3Es": "Educate, Entertain, and Enrich" (Educate, Entertain, Enrich) (Zhao, Su & Dou, 2023, Jiang, Liwu & Shu’an, 2023). For example, the American Alliance of Museums believes that the function of museums is to "preserve, protect, study, interpret, collect and exhibit objects and specimens of educational and cultural value"; the British Museums Association places more importance on the function of "collecting, conserving and displaying objects and specimens". In general, it seems that most countries agree that the most basic functions of museums should be to collect, preserve, protect, study, and exhibit (Dai, 2023, Zou et al., 2023).

Chinese museums originated from the main body of the object-based museum itself, emphasizing the functions of preserving and displaying natural and cultural heritage, providing a place for leisure and entertainment, and spreading spiritual and civilizational education. Its main representative views agree that the basic functions of museums are collection, research, and education. From the perspective of market economy, that museums should give full play to the functions of collection, exhibition, scientific research, and education, and actively integrate into the cultural and tourism industries, while adjusting their operations and optimizing their services according to market demand (Wang & Gamberi, 2023, Peng & Chen, 2023). From the perspective of tourism management, a detailed and comprehensive study of museum functions, suggesting that the main functions of museums are core functions, basic functions, and the expansion of leisure, entertainment, learning and other "peripheral functions", and that the functions of museums are broadened to meet the needs of customers, focusing on the learning and leisure of museums (Jiangzuo, Wang & Deng, 2023). Since 2000, Chinese museums have placed more emphasis on the interpretation of intangible cultural
heritage, presenting more connotations of philosophical thinking or feeling through the display of artifacts, and on the other hand, with the development of information technology, digital and virtual video displays are increasing, and these functions have begun to become a business that museums in China should strive to do well, and are now the focus of museum work and good operation (Selby, 2023, Liu et. al., 2023).

2.3 THEORY OF NEW MUSEOLOGY

After the middle of the last century, new museum practices began to emerge in Europe and the United States, and in the 1980s, the International Council of Museums (ICOM) discussed and accepted the concept of "New Museology" proposed by P. Mayrand at a conference in Quebec, Canada, which outlined new museum forms such as eco-museums and community museums (Rizqika & Wahyudi, 2023). The Quebec Declaration is considered to be the starting point for the organization of the "New Museology" movement and the theoretical foundation of the New Museology (Ozoda, 2023). The New Museology pushes traditional museums to expand into new areas and directions in the new social environment, transforming museums into new cultural institutions that serve community development and society at large (Bounia, 2023, Bai & Nam, 2023). The New Museology emphasizes and encourages the broad involvement of visitors and social forces, arguing that visitors are no longer passive consumers, and that it is important to understand the audience and encourage visitors from different classes, races, tribes, cultures, and educational backgrounds to have an equal voice in the museum and even to participate in the museum's agenda, strategy, and decision-making process (Cao, 2023, Lanz & Leveratto, 2023). The audience of the New Museum is broadly divided into two categories: local residents, who are both the objects of the New Museum's displays and the audience, and who reconnect with their own cultural phenomena and those of their communities through a variety of exhibition activities and learning; and domestic and international visitors, who learn and experience heterogeneous cultures through the New Museum and participate in experiential cultural activities firsthand (Lanz & Leveratto, 2023, Budianta & Tiwon, 2023). The shift from an "object-centered" to a "people-centered" conceptualization of the New Museology has guided a major shift in the work of museums and their mission from transmitting concrete knowledge to building historical, cultural, and social identity among the general public. In conclusion, the development of neo-museology has positively contributed to the
exploration of regional cultural tourism resources and the development of museum products, and the introduction of neo-museology has led researchers to realize that museum tourism can be effectively guided by focusing on visitor demand, which provides theoretical knowledge for museum tourism research based on supply and demand perspectives (Sitzia, 2023, Mairesse, F2023).

2.4 SOCIAL MEDIA USAGE HABITS AND TOURIST SATISFACTION

The advent of social media platforms has ushered in a paradigm shift in human interaction, information dissemination, and decision-making processes, encompassing various domains, including the realm of travel and tourism (Salah et al., 2023, Elena et al., 2023). In contemporary society, there exists a growing inclination among individuals to engage in the pursuit of comprehending the intricate dynamics that underlie the correlation between the utilisation of social media platforms by tourists and their subjective well-being. The primary objective of this literature review is to provide a comprehensive overview of extant research pertaining to the correlation between individuals' utilisation of social media platforms and the resultant impact on tourist happiness (Bonel, Capestro & Di Maria, 2023, Scaglia & Falakeh, 2023). The advent of social media platforms has precipitated a profound transformation within the realm of the tourist industry, rendering them indispensable instruments for the dissemination of information, facilitation of communication, and facilitation of experiential sharing among individuals (Majeed et al., 2023). Contemporary individuals who engage in travel activities increasingly rely upon digital platforms such as Facebook, Instagram, Twitter, and TripAdvisor for their informational needs. The significance of these websites within the travel community has been greatly amplified, as they facilitate the streamlined acquisition of information, the solicitation of recommendations, and the dissemination of personal anecdotes (Salah et al., 2023, Elena et al., 2023). The utilisation of social media platforms during the pre-trip planning phase is substantiated by empirical research, which demonstrates that a considerable proportion of individuals engaging in tourist activities avail themselves of these digital platforms. Platforms afford users the opportunity to avail themselves of a plethora of user-generated content, critical evaluations, and visual media (Wen et al., 2023, Kethüda & Bilgin, 2023). This facilitates the process for prospective tourists to render judicious determinations pertaining to matters such as destinations, lodgings, attractions, and recreational pursuits. The dissemination of positive experiences
through social media platforms possesses the potential to exert a transformative influence on the standards of tourists, consequently impacting their overall state of happiness.

The impact of user-generated content on the perception of a location holds significant importance. The significance of authentic narratives shared by fellow explorers surpasses that of conventional promotional endeavours. It is widely acknowledged that the acquisition of firsthand narratives from fellow tourists exerts a positive influence on their overall state of contentment, particularly when their own personal encounters align with the anecdotes disseminated through social media platforms (Wen et. al., 2023, Kethüda & Bilgin, 2023). Frequent travellers frequently employ social media platforms as a means to meticulously document their journeys, disseminate up-to-the-minute information, and establish connections with fellow globetrotters (Genc et. al., 2023, Majeed et. al., 2023). The aforementioned methodology facilitates individuals in cultivating a sense of belongingness and actively participating as integral members within a collective entity. This phenomenon contributes to the overall comprehensiveness of the travel experience and has the potential to engender an elevated state of subjective well-being. Following a sojourn, the subsequent course of action for tourists entails disseminating their narratives, visual representations, and recommendations via social media platforms (Cheng, Tian & Chiu, 2023, Salah et. al., 2023, Elena et. al., 2023). This discourse recognises the substantial impact of user-generated content on individuals' decision-making processes pertaining to travel destinations and activities therein. Furthermore, it is important to acknowledge that such content has the potential to evoke a profound sense of achievement and validation for the original poster. The positive feedback received by tourists from their acquaintances, relatives, and admirers can serve as a means of elucidating the heightened levels of contentment and enhanced certainty regarding the worth of their travel experiences (Qiu, 2023).

Despite the potential of social media to enhance overall well-being, it is not devoid of inherent challenges and drawbacks. The phenomenon of individuals being excessively exposed to idealised visual representations and embellished narratives has been observed to engender unrealistic expectations, thereby predisposing them to subsequent disillusionment upon encountering reality (Salah, Mohamed & Ahmed, 2023). Moreover, it is imperative to acknowledge the profound implications that the dissemination of negative reviews or experiences via social media platforms can exert on the overall
perception of a particular establishment and the overall satisfaction of tourists. Tourism collectives and commercial enterprises employing targeted marketing and interactive methodologies unanimously concur that social media exerts a substantial influence on the behavioural patterns exhibited by tourists (Wen et. al., 2023, Kethûda & Bilgin, 2023). Numerous locales and enterprises within the realm of travel and tourism effectively establish favourable connections with tourists by means of diverse platforms, adeptly leveraging user-generated content, orchestrating social media campaigns, and promptly addressing customer feedback, all with the overarching objective of enhancing tourist satisfaction (Elena, Mauro & Eleonora Di, 2023, Majeed et. al., 2023). An exhaustive examination of the existing body of research reveals that the manner in which tourists engage with social media platforms exerts a substantial influence on their pre-travel perceptions, on-site experiences, and post-trip reflections. Given the multifaceted nature of social media, it is imperative to undertake a comprehensive examination of its ramifications on the subjective well-being of tourists, encompassing both positive and negative aspects (Genc et. al.,2023). In order to advance research and practical applications, it is imperative for scholars and professionals to engage in a meticulous contemplation of the perpetual evolution of social media and its profound impact on human behaviour (Bonel, Capestro & Di Maria, 2023, Wen et. al., 2023, Kethûda & Bilgin, 2023). The aforementioned cognitive process holds significant importance in the pursuit of comprehensively understanding the subject matter, thereby facilitating the formulation of effective methodologies aimed at enhancing overall tourist satisfaction and fostering the adoption of sustainable practises within the tourism sector.

2.5 SOCIAL MEDIA USAGE BEHAVIOUR AND TOURIST SATISFACTION

In the contemporary era of digitalization, it is evident that social media platforms have emerged as formidable instruments that wield significant influence over various facets of individuals' existence, notably the realm of travel and tourism (Lu at. Al., 2023, Trabskaya et. al., 2023). The comprehension of the intricate interplay between the utilisation of social media platforms and the subjective experience of visitor satisfaction assumes paramount significance within the context of contemporary tourism. The primary objective of this literature review is to amalgamate and consolidate existing scholarly investigations pertaining to the impact of social media utilisation on visitor satisfaction (Dumitrașcu, Teodorescu & Cioclu, 2023, Izzo et al., 2023). The advent of
social media has precipitated a paradigm shift in the manner in which tourists actively pursue, disseminate, and assimilate information. The advent of social media has precipitated a paradigm shift in the manner in which individuals strategize, engage in, and contemplate their leisurely sojourns. The website facilitates user participation in dynamic discourse, the exchange of personal narratives, and the acquisition of knowledge pertaining to diverse locales, alternative lodging options, points of attraction, and leisure pursuits (Ghosh & Mukherjee, 2023, Oktavia et. al., 2023).

The research conducted revealed that individuals engaging in travel activities exhibit distinct patterns in their utilisation of social media platforms during the preparatory phase of their journeys. Digital platforms such as TripAdvisor, Yelp, and travel blogs afford travellers the opportunity to avail themselves of genuine, user-generated information and evaluations. The impact of individuals' dependence on these platforms for decision-making may have implications for the expectations and satisfaction levels of tourists (Sardju, Usman & Astuti, 2023, Wen et. al., 2023, Kethüda & Bilgin, 2023). The proliferation of Instagram and YouTube travel influencers has engendered a surge in aspirational tourism. The contemporary influx of tourists is subject to an escalating exposure to visually captivating and aesthetically stimulating information, thereby exerting a discernible influence on their decision-making processes pertaining to vacation destinations. Nonetheless, a sense of discontentment may arise when individuals find that their lived realities fail to align with the idealised depictions prevalent on social media platforms (Oktavia et. al., 2023, Khalil, S., Kallmuenzer & Kraus, 2023).

The advent of social media has facilitated the instantaneous dissemination of personal experiences, thereby fostering a sense of communal consciousness among fellow sojourners. The act of disseminating visual media, such as photographs and videos, as well as providing real-time updates during the course of one's travels, has been empirically demonstrated to enhance the level of engagement exhibited by visitors (Xu et. al., 2023). This particular methodology facilitates the expeditious validation of individuals' judgements while concurrently enhancing their overall sense of contentment. Tourism participants engage in a process of reflection and subsequently engage in the act of sharing their experiential encounters (Khalil, S., Kallmuenzer & Kraus, 2023). The act of sharing personal experiences and narratives on social media platforms serves as a means of preserving these accounts while simultaneously enhancing one's sense of
happiness. This is achieved through the acquisition of attention, approval, and active engagement from fellow users (Brida et al., 2023, Mieczkowska, 2023, Sardju, Usman & Astuti, 2023).

The pivotal significance of authenticity in shaping the levels of trust and happiness experienced by travellers on social media cannot be overstated. Tourists exhibit a predilection for user-generated content over conventional advertising due to their perception of the former as being imbued with a higher degree of trustworthiness. The potential ramifications of counterfeit reviews and the dissemination of misinformation on social media platforms have the capacity to undermine the trust and overall satisfaction of individuals engaging in travel experiences (Burkov & Gorgadze, 2023). The escalating impact of social media on the behaviour of tourists necessitates the adoption of novel marketing strategies by destinations and companies. In the realm of visitor satisfaction and sustainable tourism, it has become increasingly imperative to employ efficacious engagement techniques, foster influencer collaboration, and harness the potential of user-generated content (Paiva & Cardoso, 2023, Oktavia et al., 2023). This comprehensive research analysis elucidates the impact of social media utilisation on the subjective experience of visitor satisfaction during their sojourn. The impact of social media on the expectations, experiences, and perspectives of travellers is a subject of significant scholarly interest (Xu et al., 2023, Zuo et al., 2023). From the initial stages of pre-trip planning to the subsequent stages of post-trip reflection, social media platforms exert a profound influence on various aspects of the travel process. This phenomenon warrants careful examination and analysis within the academic realm. In light of the perpetual expansion of social media platforms, it is imperative for scholars and professionals alike to remain cognizant of the dynamics of online interactions and their consequential impact on the level of contentment experienced by users. Further investigation is warranted to explore nascent patterns, prospective obstacles, and evolving methodologies pertaining to the utilisation of social media as a means to augment visitor experiences and foster sustainable destination development (Izzo et al., 2023).

3 RESEARCH METHODOLOGY

The main research methods adopted in this paper is questionnaire survey. The questionnaire items designed in this study. The questionnaire is mainly designed from the perspective of tourist experience. This paper uses PLS-SEM statistical software to test
the reliability analysis of each measurement variable of the questionnaire and carries out cumulative analysis of variance for these measurement variables. PLS-SEM is used to analyse the factors, and the relevant factors and fitting indexes are obtained. The populous targeted for the research work was the tourists from all over the world travel to China's Palace Museum, the sample design of the study adopts a convenience sampling technique. A convenience sampling technique allows the collection of data from the members of a sample population who are easily available. The data collection was done within a time span of a given period of 3 months (Mar 1 to Jun 1, 2023), and the sample size is 384, on account of the Palace Museum received 19 million visitors in 2020, (the website of the State Administration of Cultural Heritage of China) which reached the population size (1,000,000) shown in Morgan scale (Krejce&Morgan, 1970) Thus, the minimum sample size is supposed to be 384.

Figure 1 Research Framework.

4 FINDINGS

Table 1; Construct Reliability and Validity

<table>
<thead>
<tr>
<th></th>
<th>Cronbach's Alpha</th>
<th>Rho_A</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Identity</td>
<td>0.961</td>
<td>0.961</td>
<td>0.970</td>
<td>0.694</td>
</tr>
<tr>
<td>Social Media Usage Behaviour</td>
<td>0.966</td>
<td>0.966</td>
<td>0.974</td>
<td>0.632</td>
</tr>
<tr>
<td>Social Media Usage Habits</td>
<td>0.986</td>
<td>0.987</td>
<td>0.987</td>
<td>0.622</td>
</tr>
<tr>
<td>Tourist Satisfaction</td>
<td>0.939</td>
<td>0.947</td>
<td>0.953</td>
<td>0.602</td>
</tr>
</tbody>
</table>

In the process of evaluating the soundness and dependability of this research, an examination of internal consistency was conducted utilising three distinct measures: Composite Reliability (CR), Cronbach's alpha (CA), and Average Variance Extracted (AVE) score. The assessment of the reliability of each item is conducted through the utilisation of three distinct indicators. In accordance with the seminal work of Fornell and
Larcker (1981), it is imperative that the composite reliability of each prospective variable surpasses the threshold of 0.70. In accordance with the recommendations put forth by Fornell and Larcker (1981) and Nunnally and Bernstein (1994), it is imperative that the Cronbach's alpha (CA) value exceeds the threshold of 0.70. Furthermore, it is recommended, as suggested by Fornell and Larcker (1981), that the Average Variance Extracted (AVE) surpasses the threshold of 0.50. Based on the data elucidated in Table 1, the recorded values pertaining to the coefficient of reliability (CR) exhibited a range spanning from 0.970 to 0.987, each of which surpassed the established threshold of 0.70. Within the realm of computational analysis (CA), the data presented in Table 1 showcases a spectrum of scores spanning from 0.939 to 0.986. In summary, the findings obtained for the Average Variance Extracted (AVE) demonstrate a range of 0.602 to 0.694, thereby meeting the predetermined criteria.

### Table 2: Discriminant validity

<table>
<thead>
<tr>
<th></th>
<th>Public Identity</th>
<th>Social Media Usage Behavior</th>
<th>Social Media Usage Habits</th>
<th>Tourist Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Identity</td>
<td>0.830</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Usage Behavior</td>
<td>0.818</td>
<td>0.839</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Usage Habits</td>
<td>0.866</td>
<td>0.809</td>
<td>0.850</td>
<td></td>
</tr>
<tr>
<td>Tourist Satisfaction</td>
<td>0.870</td>
<td>0.863</td>
<td>0.850</td>
<td>0.825</td>
</tr>
</tbody>
</table>

Source: Authors own data

Discriminant validity pertains to the capacity of a set of items to adequately discern and distinguish one variable from its counterparts. The results depicted in Table 2 reveal that none of the associations observed among the concepts under investigation exceeded the predetermined threshold of 0.924, as established by Hu and Bentler (1999). The present study's findings indicate that the discriminant validity spans a range of 0.825 to 0.850. The measurement model, as demonstrated, exhibits a notable degree of discriminant validity. According to the scholarly work of Henseler et al. (2015), the evaluation of discriminant validity necessitates the careful assessment of the Heterotrait-Monotrait ratio (HTMT) of correlations. It is imperative that the HTMT values adhere to the prescribed interval of 0.85 to 1. The items falling within the range of 0.723 to 0.790 exhibit the validation of discriminant validity and establish the reliability of the model for subsequent analysis, as illustrated in Table 3.

### Table 3: Heterotrait-Monotrait Ratio (HTMT)

<table>
<thead>
<tr>
<th></th>
<th>Public Identity</th>
<th>Social Media Usage Behaviour</th>
<th>Social Media Usage Habits</th>
<th>Tourist Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Identity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Usage Behaviour</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Social Media Usage Habits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist Satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 4: Direct relationship

|                          | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|--------------------------|---------------------|-----------------|-----------------------------|---------------------------|----------|
| Social Media Usage Habits -> Tourist Satisfaction | 0.658               | 0.659           | 0.046                       | 14.306                    | 0.000    |
| Social Media Usage Behaviour -> Tourist Satisfaction | 0.201               | 0.200           | 0.051                       | 3.928                     | 0.000    |
| Public Identity -> Tourist Satisfaction | 0.870               | 0.870           | 0.015                       | 57.806                    | 0.000    |
| Social Media Usage Habits -> Public Identity | 0.756               | 0.757           | 0.056                       | 13.478                    | 0.000    |
| Social Media Usage Behaviour -> Public Identity | 0.231               | 0.230           | 0.057                       | 4.042                     | 0.000    |

Source: Authors own data

For direct relationship, the result show that hypothesis 1, hypothesis 2, hypothesis 3, hypothesis 4 and hypothesis 5 show a significant relationship with the score (β = 0.658, t = 14.306, p < 0.05), (β = 0.201, t = 3.928, p < 0.05), (β = 0.870, t = 57.806, p < 0.05), (β = 0.756, t = 13.478, p < 0.05) and (β = 0.231, t = 4.042, p < 0.05). it can be concluded that tourist social media usage habit and social media usage behaviour have significant relationship with tourist satisfaction. In addition, tourist social media usage habits and tourist social media usage behaviour have a significant relationship with public identity. Finally, for direct relationship, base of the result presented in Table 4 public identity have a significant relationship with tourist satisfaction.

Table 5: Indirect relationship (mediating effect of public identity)

|                          | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|--------------------------|---------------------|-----------------|-----------------------------|---------------------------|----------|
| Social Media Usage Habits -> Public Identity -> Tourist Satisfaction | 0.658               | 0.659           | 0.046                       | 14.306                    | 0.000    |
| Social Media Usage Behaviour -> Public Identity -> Tourist Satisfaction | 0.201               | 0.200           | 0.051                       | 3.928                     | 0.000    |

Source: Authors own data

For mediating effect of public identity, hypothesis 6 show a significant relationship with the score (β = 0.658, t = 14.306, p < 0.05). This indicate that public identity positively mediates the relationship between tourist social media usage habits and tourist satisfaction. Moreover, hypothesis 7 show a significant mediating effect of public
identity in the relationship between social media usage behaviour with the score ($\beta = 0.231$, $t = 3.928$, $p < 0.05$)

<table>
<thead>
<tr>
<th></th>
<th>R Square</th>
<th>R Square Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Identity</td>
<td>0.943</td>
<td>0.943</td>
</tr>
<tr>
<td>Tourist Satisfaction</td>
<td>0.758</td>
<td>0.757</td>
</tr>
</tbody>
</table>

Source: Authors own data

According to Sanchez (2012), the square of the correlation coefficient can serve as a measure to quantify the extent of variability exhibited by two variables under the assumption of a linear relationship. In the study conducted by Sanchez (2012), the author has provided established values for the coefficient of determination ($R^2$) and the corresponding measure of goodness of fit. These values can be found in Table 5. Table 5 presents the $R^2$ values pertaining to public identity, revealing a coefficient of determination of 0.943. This value signifies that approximately 94.3% of the variance in teacher quality can be accounted for by the factors of tourist social media habits and tourist social media behaviour. In term if tourist satisfaction, the $R^2$ values pertaining to public identity, revealing a coefficient of determination of 0.757 signifies 75.7% tourist satisfaction can be explain by tourist social media usage habits, social media usage behaviour and the mediating variable of public identity.

5 DISCUSSION

The attribution of the substantial influence of tourist satisfaction to both the habits of tourist social media usage and their behaviour in utilising social media can be ascribed to a confluence of psychological, social, and informational factors. This discourse explores the rationales behind the pivotal role played by these dual facets of social media involvement in shaping the overall contentment of tourists (Zuo et. al, 2023). The phenomenon of information access and decision-making encompasses the utilisation of social media platforms, wherein individuals engage in the pursuit of information and recommendations from diverse outlets, including user-generated content, reviews, and influencer posts (Menezes et. al., 2023; Liang et. al., 2023). Tourists who consistently interact with these platforms cultivate a behavioural inclination towards actively pursuing information. Consequently, individuals possess a heightened capacity to render judicious determinations pertaining to various facets of travel, including but not limited to destinations, accommodations, and activities (Yang & Wang, 2023). The congruence
between individuals' habits and their corresponding behaviours establishes a framework wherein the anticipations of tourists become more harmoniously synchronised with their factual encounters, thereby engendering elevated degrees of contentment.

The mediating mechanism pertaining to the public image can be understood as the process through which tourists convey and shape their impression by means of their social media content, interactions, and engagement (Peng & Chen, 2023, Wei et al., 2023). The aforementioned phenomenon functions as a symbolic manifestation of individuals' personal journeys, inclinations, and principles, which are communicated to their virtual community. The mediating role of public image suggests that the manner in which tourists portray themselves on social media platforms, specifically their habits, exerts an influence on their patterns of engagement, or usage behaviour (Mehra, 2023, Zhu, 2023). Consequently, these engagement patterns subsequently affect the manner in which tourists perceive their travel experiences, specifically their level of satisfaction. The impact of tourists' social media habits on their public image is a subject of interest in understanding usage behaviour (Kasemsarn, Harriso & Nickpour, 2023). Factors such as consistent posting, sharing authentic content, and engaging with followers have been identified as influential in shaping this image. The manner in which individuals shape their public persona significantly impacts the nature of the material they consume and produce. Tourists who possess favourable public perceptions may exhibit a greater propensity to partake in constructive and significant engagements with their target audience. Conversely, it is plausible that tourists who actively project a distinct brand image may exhibit a heightened inclination towards consuming content that aligns with their selected niche. The overall travel satisfaction can be influenced by usage behaviour, which in turn can be influenced by public image (Sun, Li & Tai, 2023).

The phenomenon of customization and personalization has garnered significant attention, particularly in the realm of habitual social media usage and active content engagement. It has been observed that individuals who fall into these categories derive substantial advantages from the delivery of personalised content, which is tailored to their unique preferences and behavioural patterns. The implementation of this focused strategy guarantees that tourists are exposed to material that aligns with their specific interests, thereby enhancing the relevance and customization of their social media encounter (Tan, 2023, Cheng, X., Chen & Wu, 2023). The implementation of personalization strategies serves to augment satisfaction levels by offering tailored content that closely corresponds
to the individual's unique travel preferences. The establishment of an emotional connection to travel experiences is influenced by both social media habits and behaviour. The act of sharing visual representations, narratives, and evaluations serves to facilitate the process by which tourists are able to reexperience their expeditions and safeguard recollections. The act of reflecting upon and preserving one's experiences serves to enhance the emotional connection associated with them, thereby cultivating a heightened sense of satisfaction. Individuals who exhibit habitual usage of social media platforms and actively engage with online content are inclined to manifest a higher propensity to disseminate their experiential encounters subsequent to their journeys (Cheng, Chen & Wu, 2023, Peng & Chen, 2023). The reinforcement of travel choices and the amplification of a sense of accomplishment are augmented by the feedback, comments, and validation garnered from individuals within one's social network, encompassing friends, family, and followers. Consequently, this phenomenon engenders a heightened level of satisfaction.

Social validation and peer influence are two interconnected phenomena that play a significant role in shaping individuals' social media habits and behaviour. These habits and behaviours revolve around the active engagement with content generated by peers, influencers, and friends within the online social sphere. The persistent involvement in the pursuit and dissemination of experiences fosters a perception of social affirmation (Massing, 2023, Zhang, 2023, Zhou & Lu, 2023). The influence of positive reviews, captivating images, and enthusiastic endorsements on tourists' expectations is a significant factor that contributes to a heightened level of anticipation for positive experiences. This, in turn, has a direct impact on their overall satisfaction. The cultivation of habitual social media engagement and the manifestation of active usage behaviour are pivotal factors that contribute significantly to the establishment and maintenance of a robust sense of engagement within the online travel community (Wang & Gamberi, 2023, Peng & Chen, 2023). Tourists who exhibit a consistent pattern of content interaction, active participation in discussions, and sharing of personal experiences are more inclined to experience a sense of belonging within a broader community (Zhao, Su & Dou, 2023, Jiang, Liwu & Shu’an, 2023). In addition, the establishment of a sense of belonging serves to augment individuals' emotional attachment to their travel encounters, thereby resulting in heightened levels of contentment (Jiangzuo, Wang & Deng, 2023). The proclivity of individuals to engage in social media practises and behaviours exposes them to visually alluring content that highlights picturesque locales and extraordinary encounters. The
The aforementioned exposure serves to ignite aspirational yearnings, thereby establishing elevated anticipations for their sojourns (Dai, 2023, Zou et al., 2023). When the aforementioned expectations are successfully fulfilled or surpassed, tourists are imbued with a profound sense of achievement and contentment, thereby augmenting their overall levels of satisfaction.

6 CONCLUSIONS

In conclusion, the confluence of tourist social media utilisation patterns and social media usage patterns in the context of tourist satisfaction can be attributed to their capacity to disseminate information, cultivate social validation, promote active involvement, deliver tailored content, and evoke aspirational sentiments. The significance of maintaining a consistent and purposeful online presence is highlighted by the intermediary function of public image in the correlation between tourist social media patterns, usage patterns, and tourist contentment. Through the alignment of their public image with their travel preferences and values, tourists possess the ability to exert influence over their patterns of usage. Consequently, this influence subsequently moulds their overarching perceptions of their travel experiences and ultimately impacts their levels of satisfaction. The present framework offers valuable insights into the intricate dynamics that exist between one's virtual presence and their tangible experiences, particularly in the realm of contemporary travel. Through the strategic utilisation of these mechanisms, social media exerts a profound impact on the formation of tourists' expectations, the unfolding of their experiences, and the subsequent reflections thereof, thereby exerting a discernible influence on their overall satisfaction with their travel endeavours.
REFERENCES


Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics.


